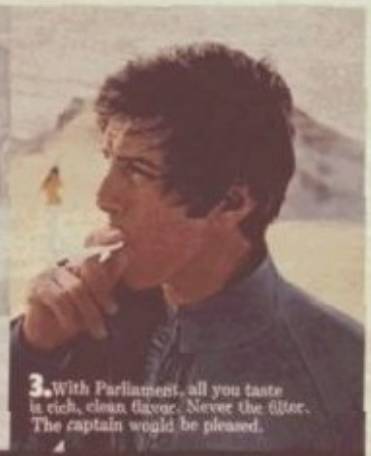
LEO BURNETT U.S.A.

Ad No. 685—Captain Adams (Test ad—new packs)—Req. No. 91872—page, 4/c (4col)—87/8x115/8 inches—National Magazines, 1972 (A)

Printed in U.S.A.

1. During World War I, Captain Adams made the cigarette holder a regular part of his uniform.

2. He also found it gave him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.



3. With Parliament, all you taste is rich, clean flavor. Never the filter. The captain would be pleased.

The Parliament recessed filter. It works like a cigarette holder works.

Now in bright new packs.

15 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Sept. '73

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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